

An Invitation to Participate 11 October - 22 October, 2008

Why Asia?

- The Asia Trade Mission presents unique opportunities for Idaho companies with scheduled stops in both developed and emerging economies.
- Taiwan is the 6th largest export market for Idaho products.
- Hong Kong is the 9th largest export market for Idaho products.
- Vietnam is one of the fastest growing export markets for Idaho products, realizing 67% growth over the last year. Its economy is on the path to doubling in size over the next decade.
- Hong Kong/Macau, Vietnam and Taiwan present strong opportunities in: computer service, software and hardware; electronic components; infrastructure development; building materials; environmental technologies; education; grains; fresh and processed foods; high-value meats; food service products and food ingredients.

Cities and Estimated Costs

- Hong Kong/Macau, China; Ho Chi Minh City, Vietnam; and Taipei, Taiwan

Estimated Costs

Airfare: \$1,600

Hotel: \$2,872

*Participation Fee: \$3,000

Total \$7,472

- Participation fee covers coordination, receptions, ground transportation to/from airport, and materials for up to two people per company or organization for all three mission stops.
- Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.
- Additional/optional costs include interpreters, overweight baggage charges, etc.

**Per-city fee for participants choosing to visit only one or two stops is \$1,200 per city visited.*

Who should participate:

- Idaho firms looking to expand sales and build international business relationships.
- Organizations building or expanding international programs.

You will receive:

- Pre-qualified appointments with key industry and government officials within your sector.
- Receptions with important industry and government representatives, including your customers.
- Comprehensive logistical arrangements including air travel, hotels, transportation, interpreters, and daily itinerary.
- Detailed mission information including market, cultural, political, economic and travel information.

Benefits of Idaho Trade Missions:

- Open doors to international markets.
- Access decision makers and high-level business and government officials.
- Recognize your key existing customers through the exclusive **Idaho Governor's Valued Partner Award**.

**Registration
Deadline:
15 July**

For more information and to register, please contact:

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**Space is LIMITED — Two people per organization
First Come, First Served**



Asia 2008



Hong Kong/Macau, China

Visit dates: 11 October—14 October (Saturday—Wednesday)

- Hong Kong is Idaho's 9th largest export partner with trade valued at \$168.7 million. The country remains a key entry point for Idaho products and an important location for corporate headquarters in Asia.
- Leading export sectors in Hong Kong and Macau include: computer hardware, electronic components, environmental technologies and services, mass transit equipment, building materials, personal care products, processed foods, fresh meats and produce.
- While in Hong Kong, companies can make a day trip to Macau without changing hotels.
- Visit will be coordinated with WUSATA (Western US Agricultural Trade Association) chef training and competition.
- Macau is the only location in China that permits casino gaming. Expansion of the gaming industry provides a key opportunity for foodservice products.
- This will be the first Idaho Governor's Trade Mission to both Hong Kong and Macau.

Vietnam



Visit dates: 15 October—19 October (Thursday—Saturday)

- Idaho exports to Vietnam totaled \$10.7 million in 2007, an increase of 67% over the previous year.
- Vietnam is the second fastest growing economy in East Asia and has the second largest population in Southeast Asia.
- Promising market opportunities include: infrastructure development, telecommunications, information technology, oil and gas exploration, power generation, aviation, agriculture equipment, education, food service products and food ingredients.
- Idaho's agricultural exports to Vietnam increased 390% from 2005 to 2007.
- Vietnam is an emerging market with significant first-mover advantages for Idaho companies.
- This will be the first Idaho Governor's Trade Mission to this country.



Taiwan

Visit dates: 20 October—22 October (Sunday—Wednesday)

- Taiwan was Idaho's 6th largest export market in 2007 with exports totaling \$304 million.
- Best prospects for Taiwan include: semiconductors, computer services and software, renewable energy, building materials, pollution control equipment, agriculture products including: beef, pork, wheat, potatoes, fresh produce, educational services and tourism.
- Taiwan is a target market for attracting foreign direct investment (FDI) to Idaho. Renewable energy is one sector that is growing for FDI from Taiwan.
- Visit will be coordinated with WUSATA (Western US Agricultural Trade Association) menu promotion with a participating Idaho chef.



Sign-Up

Name: (Mr./Ms./Mrs.) _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

Web Address: _____

_____ I am interested in participating in all three trade mission stops.
(Participation fee \$3,000)

Or

_____ I am **ONLY** interested in participating in the following trade mission stops:

_____ Hong Kong/Macau (Participation fee \$1,200)

_____ Vietnam (Participation fee \$1,200)

_____ Taiwan (Participation fee \$1,200)

Briefly describe your business interests for the Asia Trade Mission:

A representative from the Department of Commerce or the Department of Agriculture will contact you once your sign-up sheet has been received and reviewed to complete the registration process.

**Registration
Deadline:
15 July**

